Sensormatic
by Johnson Controls

TrafficTrak'r

Your Source for Monthly U.S. Retail Traffic Insights, Powered by ShopperTrak Analytics

Expert Perspective

Grant Gustafson, Head of Retail Analytics and Consulting at Sensormatic Solutions

Sensormatic Solutions ShopperTrak Analytics shows that U.S. in-store retail traffic for June declined 3.7% year-over-year (YoY), consistent with year-to-date trends. From February to May, in-store traffic was down 3.2% YoY. However, June saw key shopping events that influenced consumer activity, including Father's Day and the start of summer spending. These events boosted foot traffic in certain categories, with optical and wireless outperforming others for in-store visits.

- Saturday, June 14, was the busiest in-store shopping day of the month, driven by last minute Father's Day purchases and seasonal promotions.

- Optical and wireless categories saw improved shopper traffic, with optical up 2.2% and wireless slightly down just 0.2% month-over-month.
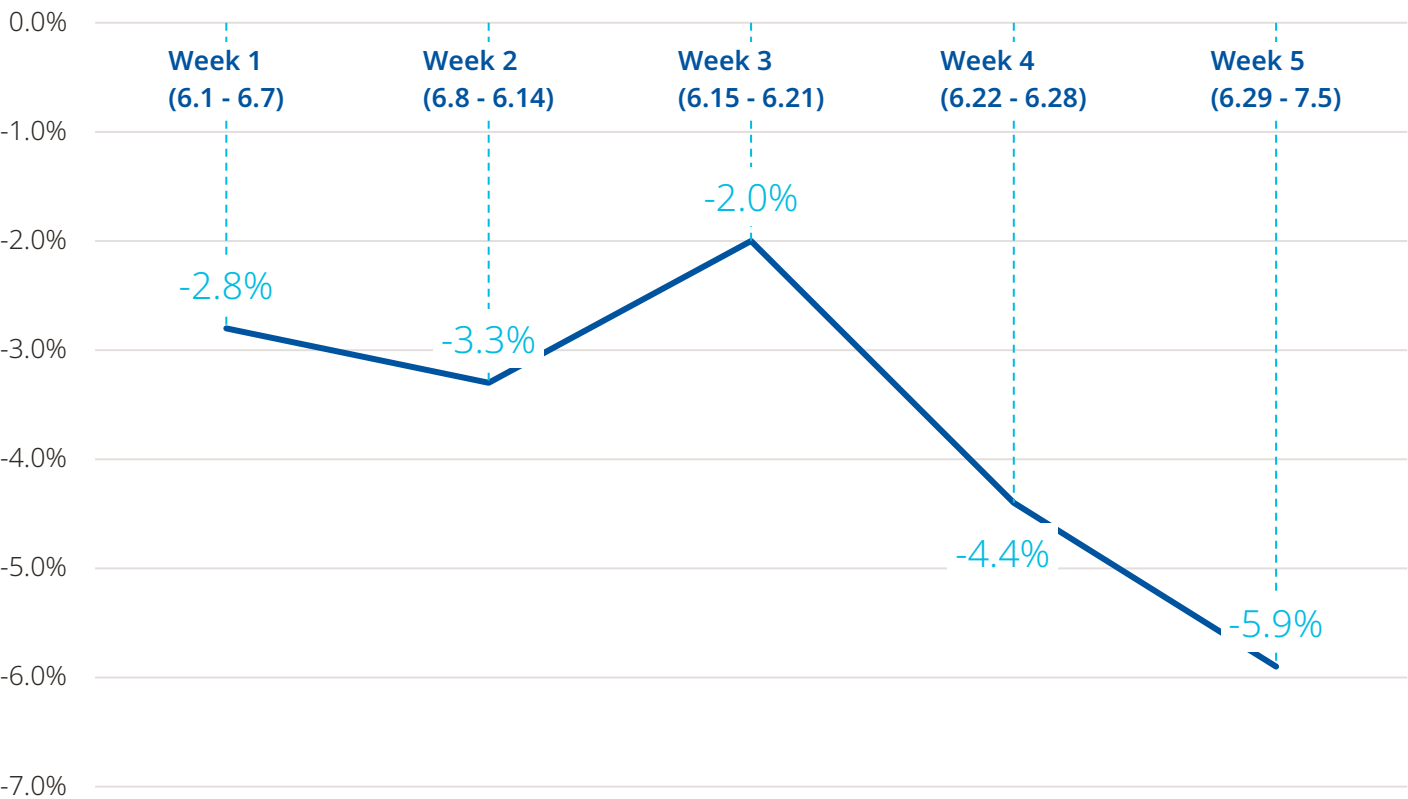
Grant Gustafson, head of retail consulting and analytics at Sensormatic Solutions, shared his perspective on the evolving retail landscape: "While overall foot traffic declined in June, this month often serves as a seasonal turning point. Consumers are beginning to prepare for the upcoming school year and holiday season. Retailers should anticipate increased in-store traffic and seize opportunities as we transition into the year's peak shopping periods."

Looking ahead, Sensormatic Solutions expect this seasonal shift to drive increased foot traffic, offering retailers a chance to capture demand and strengthen connections with shoppers during the critical back-to-school and holiday seasons.
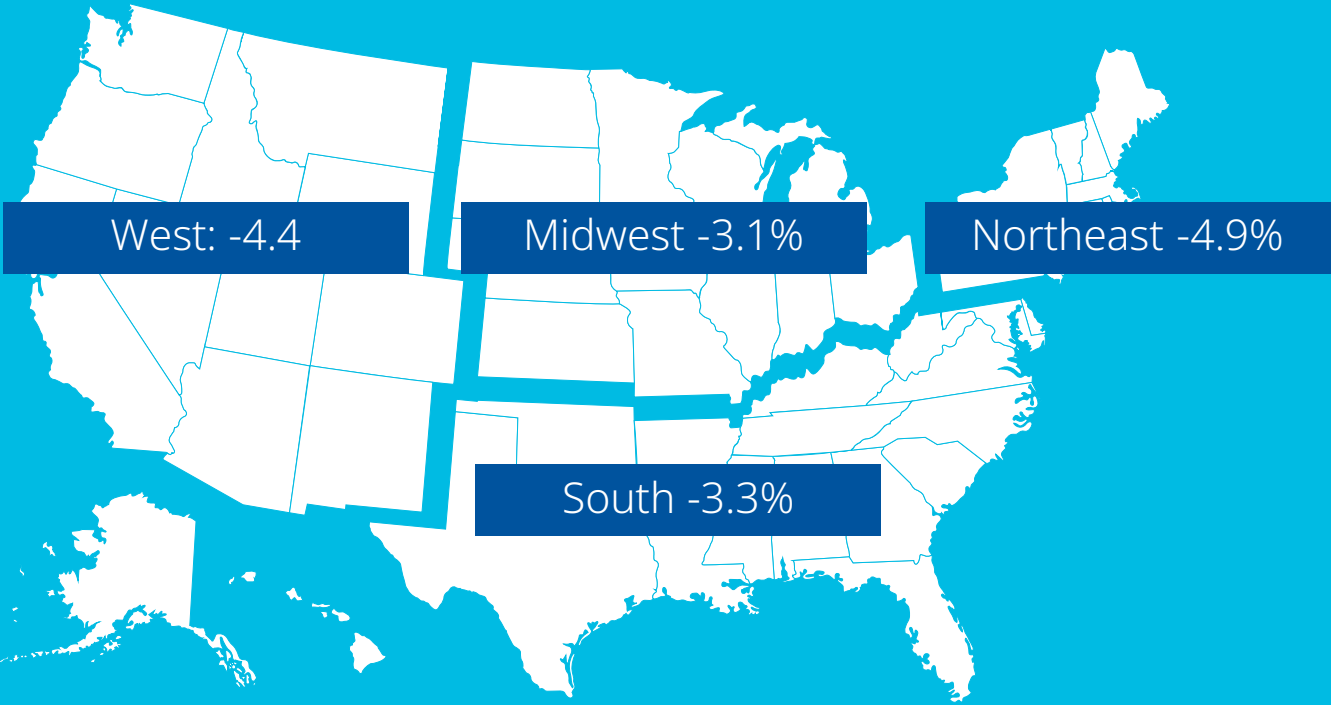
Sensormatic Solutions ShopperTrak Analytics shows an overall year-over-year (YoY) decline of 3.7% in U.S. in-store retail traffic for June.

-3.7%

YoY Total Retail Traffic by Week

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| | Week 1 (6.1 - 6.7) | Week 2 (6.8 - 6.14) | Week 3 (6.15 - 6.21) | Week 4 (6.22 - 6.28) | Week 5 (6.29 - 7.5) |

-2.8% -3.3% -2.0% -4.4% -5.9%

YoY Total Retail Traffic by Region

West: -4.4

Midwest -3.1%

Northeast -4.9%

South -3.3%

YoY Category Performance Breakdown

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Optical

2.2%

Busiest Day for in-store Shopping

6/14

Driven by Father's Day and the start of summer in many parts of the country.

Back-to-School 2025

With summer in full swing, retailers are gearing up for the back-to-school (B2S) season—the second biggest sales event of the year. With shifting market trends since last year, success will depend on how well they adapt their strategies to meet evolving customer needs

Learn what retailers need to know about the 2025 B2S shopping season!

Spotlight: Re-ID

GDPR-compliant Re-ID technology anonymously tracks visitors by analyzing unique characteristics such as clothing, and accessories. Unlock actionable insights—path analysis, shopper demographics, and more—to drive stronger business outcomes. Don't miss the final blogs in our series and be sure to check out our recent press release.

Part 3: Re-ID for Shopping Centers

Part 4: How Department Stores Use Re-ID

Resources

Blog
Services that Connect: Design, Deploy, and Integration

Press Release
Sensormatic Solutions Adds Machine Learning to Shrink Analyzer

About Johnson Controls:

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering. Today, Johnson Controls offers the world`s largest portfolio of building technology and software as well as service solutions from some of the most trusted names in the industry.

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About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 50 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape retail's future. Please visit Sensormatic Solutions or follow us on LinkedIn, X and our YouTube Channel.

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